

W. A. Sheaffer Pen Co.

W. A. SHEAFFER
Chairman

FORT MADISON, IOWA, U. S. A.
NEW YORK, 16 E. 34th STREET • CHICAGO, 508 REPUBLIC BLDG. • SAN FRANCISCO, ARCADE 6-7 MONADNOCK BLDG. • TORONTO, 169-173 FLEET ST.

C. R. SHEAFFER
President

October 1, 1945

TO ALL SHEAFFER DEALERS:

In order to help you better serve your Sheaffer customers, we have listed on pages two and three of this folder a New Repair Parts Price List for pens and pencils manufactured after March 1, 1945. This list with the information on page four, should better equip you for the all-important job of satisfying your customers who come into your store for Sheaffer Pen and Pencil repairs.

Prices for parts for repairs on Sheaffer merchandise manufactured prior to March 1, 1945, will continue to be handled exactly the same as in the past. In other words, White Dot Pens manufactured between 1934 and 1945 still carry the 35c service charge and White Dot Pens manufactured prior to October, 1934, carry no charge except for postage and insurance. However, in all cases, a charge will be made for missing parts or parts willfully damaged.

Page two gives you prices on pen parts for the new line, with the exception of pen cap band prices and Autograph cap prices which are on page three. Page three lists prices on pencil parts and desk pen and socket parts.

The Sheaffer Triumph Pen is a precision built instrument requiring special tools and equipment for repair. Your customer should not attempt to repair the pen himself. If the pen needs repair, it should be taken to a Sheaffer dealer who will send it to the factory or branch office. If he wants the pen repaired locally, be very sure that it is taken to a repair shop which is specially equipped to handle these repairs and whose personnel has had special training in the repairing of Sheaffer Pens.

Three sizes of sheath type nibs are used on Triumph Pens and no attempt should be made to transfer gold points and feed assemblies from one pen to another as this will undoubtedly ruin the gold point. In addition, as now manufactured, the change or renewal of Triumph Points requires special factory equipment and can only be done by such shops as are fully equipped to do this work and whose personnel have been properly trained to handle it.

It is important that you show each customer the RIGHT WAY TO FILL a Sheaffer Pen and Pencil, even if the set is bought for a gift. More than half of the pens received in the Repair Department need only to be filled properly to give the owner complete writing satisfaction. Complete filling instructions for Pen and Pencil are included with this folder.

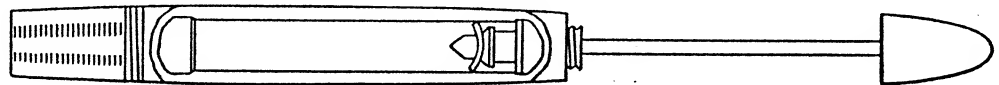
We sincerely hope you will read and study the next three pages and the Pen and Pencil filling instruction booklet and keep them handy for reference so you will be able to give your best service to your customer.

Thank you,

W. A. SHEAFFER PEN COMPANY

PENS MANUFACTURED AFTER MARCH 1, 1945 NAME	FACTORY SYMBOL	STYLE	PRICE	ASSEMBLED POINT UNIT		ASSEMBLED CAP		BARREL ONLY	
				Reg.	Allowance for Ret'd Point	Reg.	Exch.	Reg.	Exch.
Crest Masterpiece II	399W	Vac.	50.00	6.00	3.00	42.00	31.50	2.50	1.90
Autograph II	94W Auto	Vac.	20.00	6.00	3.00	12.00	9.00	2.50	1.90
Autograph II	94T Auto	Lever	20.00	6.00	3.00	12.00	9.00	2.35	1.75
Autograph Tuckaway II	94WM Auto	Vac.	20.00	6.00	3.00	12.00	9.00	2.50	1.90
Crest Deluxe II	39W	Vac.	17.50	6.00	3.00	9.00	6.75	2.50	1.90
Crest Deluxe II	39T	Lever	17.50	6.00	3.00	9.00	6.75	2.35	1.75
Crest Tuckaway Deluxe II	39WM	Vac.	17.50	6.00	3.00	9.00	6.75	2.50	1.90
Crest II	37W	Vac.	15.00	4.85	2.40	8.00	6.00	2.50	1.90
Crest II	37T	Lever	15.00	4.85	2.40	8.00	6.00	2.35	1.75
Sentinel Deluxe II	39W-X	Vac.	15.00	6.00	3.00	7.00	5.25	2.50	1.90
Sentinel Deluxe II	39T-X	Lever	15.00	6.00	3.00	7.00	5.25	2.35	1.75
Sentinel II	37W-X	Vac.	12.50	4.85	2.40	6.00	4.50	2.50	1.90
Sentinel II	37T-X	Lever	12.50	4.85	2.40	6.00	4.50	2.35	1.75
Se Tuckaway II	37WM-X	Vac.	12.50	4.85	2.40	6.00	4.50	2.50	1.90
II	94W	Vac.	12.50	6.00	3.00	3.75	3.15	2.50	1.90
Valiant II	94T	Lever	12.50	6.00	3.00	3.75	3.15	2.35	1.75
Valiant Tuckaway II	94WM	Vac.	12.50	6.00	3.00	3.75	3.15	2.50	1.90
Statesman II	92W	Vac.	10.00	6.00	3.00	2.75	2.05	2.20	1.65
Statesman II	92T	Lever	10.00	6.00	3.00	2.75	2.05	2.00	1.50
Tuckaway II	92WM	Vac.	10.00	6.00	3.00	2.75	2.05	2.20	1.65
Sovereign II	79W	Vac.	8.75	4.85	2.40	2.45	1.85	1.85	1.40
Sovereign II	79T	Lever	8.75	4.85	2.40	2.45	1.85	1.55	1.15
Lady Sheaffer II	79WM	Vac.	8.75	4.85	2.40	2.45	1.85	1.85	1.40
Admiral II	59W	Vac.	5.00	2.60	.60	1.85		1.20	
Admiral II	59T	Lever	5.00	2.60	.60	1.85		1.00	
Milady II	59WM	Vac.	5.00	2.60	.60	1.85		1.20	
Milady II	59TM	Lever	5.00	2.60	.60	1.85		1.00	
Craftsman II	33W	Vac.	3.50	Point Only 1.25	.20	1.40		1.00	
Craftsman II	33T	Lever	3.50	1.25	.20	1.40		.80	
Diana II	33WM	Vac.	3.50	1.25	.20	1.40		1.00	
Diana II	33TM	Lever	3.50	1.25	.20	1.40		.80	
Cadet II	23W	Vac.	2.75	1.25	.20	.90		1.00	
Cadet II	23T	Lever	2.75	1.25	.20	.90		.80	
Minerva II	23WM	Vac.	2.75	1.25	.20	.90		.80	
Minerva II	23TM	Lever	2.75	1.25	.20	.90		.60	

Masterpiece II—9339T—Price \$100.00
 Barrel Shell \$50.00, Exch. \$37.50
 Filler \$2.00, Exch. \$1.50
 Lever \$2.00, Exch. \$1.50
 Pressure Bar .40, Exch. .30
 Assembled Cap \$42.00, Exch. \$31.50



VACUUM-FIL BARREL
(Cross Section)

PLUNGER ASSEMBLY
.60 (Exchange .45 on
Pens \$8.75 up)

BARREL CAP
.25 (Exchange .20 on
Pens \$8.75 up)



ASSEMBLED POINT UNIT
Sheath-Type Pens

Pens \$8.75 Up
Feed—50c
(Exch. 35c)

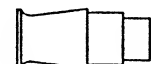
All \$5.00 Pens
Feed—40c



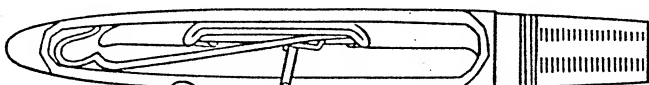
POINT \$1.25
For \$2.75 and \$3.50 Pens
and \$3.00 Desk Pen



FEED .20
For \$2.75 and \$3.50 Pens
and \$3.00 Desk Pen

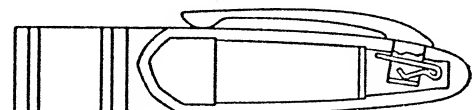


SECTION .20



LEVER-FIL BARREL
(Cross-Section)
All Sacs .10

Lever .50 (Exchange .40 on Pens
\$8.75 up)
Pressure Bar .40 (Exchange .30 on
Pens \$8.75 up)



Clip \$1.00
(Exchange 75c)

ASSEMBLED CAP
(Cross-Section)

Radite \$1.00
(Exchange 75c)

NOTE:—NO EXCHANGE ALLOWANCE ON PARTS FOR PENS UNDER \$8.75 LIST

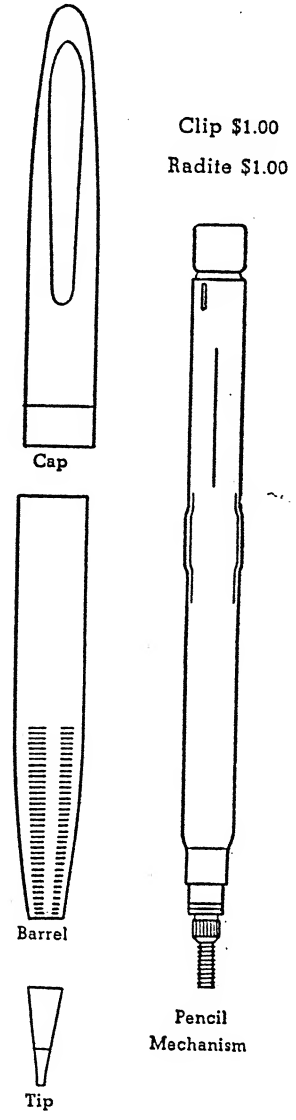
Sheaffer's Repair Parts Prices

PENCILS

Pencils and Desk Pens Manufactured After March 1, 1945

LIST PRICES

NAME	Factory Symbol	Price	Ass'm. Cap	Barrel	Mech.	Tip
*Masterpiece I	Z9	50.00	23.00	25.00	1.25	2.50
*Crest Masterpiece II	LZ9	25.00	23.00	1.00	1.25	2.50
Autograph Tuckaway II	M4 Auto	15.00	11.00	1.00	1.25	3.00
Autograph II	H4 Auto	15.00	11.00	1.00	1.25	2.50
Crest Tuckaway Deluxe II	M6	6.00	3.85	1.00	1.25	1.00
Crest II	H6	6.00	3.85	1.00	1.25	.75
Valiant Tuckaway II	M4	5.00	2.85	1.00	1.00	1.00
Valiant II	H4	5.00	2.85	1.00	1.00	.75
Sentinel Tuckaway II	M6-X	5.00	3.50	.90	1.00	1.00
Sentinel II	H6-X	5.00	3.50	1.00	1.00	.75
Tuckaway II	M2	4.00	1.85	1.00	1.00	1.00
Statesman II	H2	4.00	1.85	1.00	1.00	.75
Statesman Utility II	E2	3.00	1.75	.75	1.00	.75
Lady Sheaffer II or Milady II	M5	3.50	1.75	.90	1.00	1.00
Sovereign II or Admiral II or Craftsman II	H3	3.00	1.50	.90	1.00	.75
Sovereign Utility II or Admiral Utility II or Craftsman Utility II	E3	2.50	1.50	.90	1.00	.75
Diana II	M3	2.50	1.50	.90	1.00	.75
Minerva II	M1	2.00	1.00	.90	1.00	.50
Cadet II	H1	2.50	1.50	.90	1.00	.50
Cadet Utility II	E1	1.50	.90	.40	.60	.50

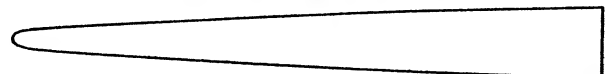


Clip \$1.00
Radite \$1.00

Desk Pens

	Assembled Point Unit		Vac. Type Barrel	Section	Feed
	Reg.	Allowance for Ret'd Point			
92-D—\$10.50	6.00	3.00	2.70 Exch. 2.00		.50 Exch. .35
59-D— 5.00	2.60	.60	2.00		.40
33-D— 3.00	1.25	.20	1.00		.20

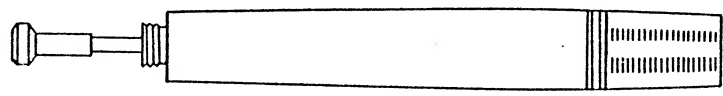
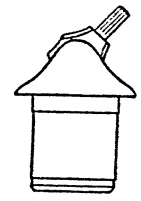
Pen Band and Bead Price	Gold-filled Band and Sleeve Price 5/8	\$1.75	\$1.30 Exch.
	Gold-filled Band and Sleeve Price 3/16	.75	.55 Exch.
	Chrome & Gold-filled Band & Sleeve Price Bead	.45	.35 Exch.
Pencil Band and Bead Price	Gold-filled Band Price 5/8	\$1.00	
	Gold-filled Band Price 3/16	.75	
	Bead, band gold and chrome	.45	
COMPLETE CAP PRICE ON AUTOGRAPH PEN			
	\$4.00 Clip	\$7.00 Band	\$1.00 Radite
Exchange	3.00 Clip	5.25 Band	.75 Radite
COMPLETE CAP PRICE ON AUTOGRAPH PENCIL			
	\$4.00 Clip	\$6.00 Band	\$1.00 Radite



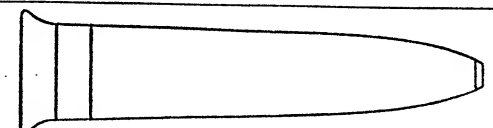
Quills for Desk Pens

No. 92D—\$1.40 No. 59D—.80c No. 33D—.80c

Universal Joint for
Desk Pen Socket
\$1.00



Plunger—60c (Exch. 45c) Vacuum-Fil Barrel for Desk Pens



Desk Pen Socket—\$2.00

*Refer to Factory for Old Gold Allowance

Information Regarding Repair and Service Charges For Sheaffer Pens and Pencils Manufactured After March 1, 1945

RECONDITIONING

1. PENS—A 50c charge will be made for reconditioning (including dismantling, cleaning, inspecting, reassembling and testing) all White Dot Triumph pens manufactured after March 1, 1945, and a reconditioning charge of 75c on all pens not having "Lifetime" points regardless of when manufactured.

This reconditioning charge will not be made if new parts are supplied which are charged to the customer at a figure greater than 50c on Triumph White Dot pens or 75c on all others. If the cost of parts supplied is less than 50c or 75c as the case may be, the cost of the parts will be included in the reconditioning charge and no additional charge will be made for these parts.

2. PENCILS—On all Sheaffer pencils manufactured after March 1, 1945, a reconditioning charge of 50c will be made for reconditioning for any cause other than defective materials or workmanship.

NOTE:—RECONDITIONING IS AUTOMATIC—All pens and pencils are automatically reconditioned unless you specifically state that only some particular part or service is required and THAT THE PEN OR PENCIL IS NOT TO BE RECONDITIONED: The reconditioning charge will not be made on any repair to which a service charge is applicable.

NEW PARTS

1. "LIFETIME" POINT—No charge whatsoever, except postage and insurance, will be made for a change of point style on a White Dot Triumph pen returned to the factory within 60 days after date of purchase.

When you sell a pen, it is important that you tell the purchaser, particularly if the pen is being bought for a gift, that if the point is not exactly what the recipient

wants, it should be returned within 60 days for point exchange. In sending in such pens, be sure to specifically state that the pen is being returned for point exchange only and specify what type of point is desired.

If a "Lifetime" point ever wears out or is damaged because of wear, no charge will be made for replacement or reconditioning. The only time a replacement charge will be made on a "Lifetime" point is when a pen shows definitely that it has been damaged by willful or accidental causes and not from natural wear or mechanical defect. The replacement charges on "Lifetime" points can be found on page two.

2. REPLACEMENT PARTS—If a pen with a missing part is sent in for repair, full list price will be charged for the part, if a damaged part is to be replaced, the exchange price will be charged. (There is no special exchange parts price for pens not bearing the White Dot.) On pencils manufactured after March 1, 1945, a charge will be made for missing parts and replacing unusable parts not originally defective.

POSTAGE AND INSURANCE

In all cases postage and insurance will be charged on all outgoing shipments. On individual pens, postage and insurance amounts to 6c in the United States.

DEALER'S DISCOUNT

All charges will be list and Sheaffer dealers will receive their usual repair discount.

We will be glad to answer any question regarding repair charges or services and will assist in any way we can in satisfying your customer.